

Terms & Conditions of the ICICI Bank Twitter Contest-  
#DDLJonExpressions

**I. DEFINITIONS:**

- “**Contest**” shall mean this contest being conducted on Twitter by ICICI Bank Private Limited (“**ICICI Bank**”) for the promotion of its Expressions Debit Cards in which the customers of ICICI Bank who have made a transaction using their ICICI Bank Debit Card, in the last three months, may participate to win Prize(s).
- “**Prize(s)**” in relation to this Contest shall mean the couple passes/tickets to the movie screening on December 12, 2014 at Maratha Mandir, Mumbai Central, Mumbai which shall be given to the Winner(s) of the Contest.
- “**Winner(s)**” in relation to this Contest shall have the same meaning as defined under Clause II (Contest) and shall not include any employee of ICICI Bank.
- “**Contest Period**” in relation to this Contest shall have the same meaning as defined under Clause II (Contest).
- “**Participant/s**”, for the purpose of this Contest shall mean only resident Indian individuals aged 18 years and above taking part in the Contest. “Participant/s” for the purpose of this definition shall include both, customers as well as the non customers of ICICI Bank.

**II. CONTEST**

- The contest shall go live on Tuesday and Wednesday, December 9-10, 2014 on the ICICI Bank Twitter handle *i.e.* “@ICICIBank” (“**Twitter Handle**”) during the Contest Period. Contest Period shall mean, a period of two days for minimum three hours each day, the start and end time of which shall be marked by the starting and ending tweets respectively. (“**Contest Period**”). Any entries received post the Contest Period shall be considered void.
- There will be no advance notice or announcement of the Contest Period.
- The start time and the end time of the campaign period shall be announced on Twitter
- In order to participate, the Participant/s should follow Twitter Handle.
- Participant/s has to tweet the reply to ten questions in the format specified hereinafter. The questions shall be related to the movie '*Dilwale Dulhania Le Jayenge* (DDLJ)' as well as ICICI Bank Expressions Debit Card. Each reply tweet should not exceed maximum of 140 characters.
- Participant/s have to tweet using the following answer format “@ICICIBank+ answer number +answer + #DDLJonExpressions”to qualify their tweet as a valid entry in the Contest.
- Multiple entries per Participant are allowed. Based on the responses provided by the Participant/s, the best five (5) entries shall be considered for selection of the winners of the Contest. Only the customers of ICICI Bank who have made a transaction using their ICICI Bank Debit Card in the last three months

shall be eligible to be selected as winners and win Prizes(s) under the Contest. ("**Winner(s)**").

- The names of the Winners shall be declared on Twitter Handle.
- The date of declaration of results of the Contest shall be announced in advance on Twitter Handle. The Winner(s) declared would be eligible for the Prize(s).
- Winner(s) shall be selected by an internal jury comprising of ICICI Bank authorities on the basis of all entries received within the Contest Period. The decision made by the aforementioned jury regarding the selection of the Winner(s) shall be final and binding on the Participant/s.
- The Winner(s) shall need to send in their following contact details *via* Twitter Direct Message ("**DM**") service to ICICI Bank: Name, Registered Mobile Number and registered email id
- The Winner(s) shall be required to meet Bank's representative at a specified location on December 12, 2014 to collect their Prize(s). The location shall be notified by the Bank to the Winner(s) via DM service on Twitter.
- The Bank shall not bear any travel expenses or charges of any kind whatsoever. The Winner(s) shall be solely responsible to bear any cost/charges/expenses that they may incur in order to avail the Prize(s).

### **III: TERMS & CONDITIONS**

- The Contest is valid only for Participant/s for the Contest Period and during the time announced by ICICI Bank on Twitter Handle.
- Participation in the Contest by the Participant/s is on a voluntary basis.
- One Participant is eligible to get only one Prize(s) under the Contest. In the event of a tie between two Participant/s, the internal jury of the ICICI Bank<sup>4</sup> is vested with the sole discretion to select the Winner.
- The Prize(s) is non-transferrable, non-binding, non-redeemable and non-encashable. The Prize(s) cannot be clubbed with any other offer.
- The Participant/s agree/s to provide complete and correct information with respect to his/her identity, contact details, location, age, and such other information as may be required by ICICI Bank for the Contest.
- The Prize(s) shall be shared post the Contest Period is over and the names of the Winner(s) are declared. The decision of ICICI Bank on Winner(s) and the Prize(s) shall be final and binding.
- Posting of any spam/ foul, indecent, threatening, business promotion, discriminating and/or false comments as a reply tweet or by tagging "@ICICIBank" with such comments during the Contest may lead to disqualification of Participant/s. The decision of disqualification shall be the sole discretion of ICICI Bank.
- After the Prize(s) are duly shared with the Winner(s), ICICI Bank shall not be responsible for any loss, damage, theft of the same.
- In case of any dispute or difference in respect of the Contest, the decision of ICICI Bank shall be final and binding.

## **V. GENERAL TERMS**

- The Contest is in no way associated with or sponsored, endorsed or administered by Twitter. All information in the Contest is collected by ICICI Bank and not Twitter.
- Any queries/communication/notice regarding the Contest should be sent *via* DM to Twitter Handle.
- The participation in the Contest shall be deemed to be acceptance of all the terms and conditions governing the Contest.
- Any tax or other liabilities or charges payable to the government or any other statutory authority/body or any participating establishment, which may arise or accrue to the Participant/s due to provision of the Contest, shall be borne solely by the Participant/s. Tax deducted at source, if applicable, on the monetary value of the Contest shall be payable by the Participant/s.
- The Prize(s) are subject to applicable Indian laws and such other terms and conditions as may be stipulated by ICICI Bank. The Contest and Prize(s) are not available wherever the same is prohibited and/or cannot be offered or for any reason whatsoever. All disputes are subject to the exclusive jurisdiction of the competent courts/tribunals of Mumbai. However, ICICI Bank reserves the right to approach any other court or tribunal of competent jurisdiction.
- In all matters relating to the Contest, the decision of ICICI Bank shall be final and binding in all respects.
- ICICI Bank will not be liable in any manner whatsoever for any loss/ damage /claim/injury that may arise due to withdrawal or change in the terms and conditions of the Contest or Prize(s). ICICI Bank shall not in any way be deemed to be making any representation whatsoever about the usefulness, worthiness and/or character of any Contest and/or Prize(s) and shall not be responsible in any way whatsoever for the same.
- The existence of a dispute with respect to, if any, regarding the usefulness, worthiness, nature and/or quality of the Prize(s), shall not constitute a claim against ICICI Bank. Any such dispute shall be addressed by Alliance Partner, *i.e.*, Yash Raj Films Pvt. Ltd
- ICICI Bank reserves the right to modify/ change all or any of the terms and conditions contained herein as per its discretion without assigning any reasons or without any prior intimation/notice whatsoever. ICICI Bank also reserves the right to discontinue the Contest without assigning any reasons or without any prior intimation whatsoever.
- ICICI Bank will not be liable in any manner whatsoever for any loss/ damage /claim/injury that may arise due to withdrawal or change in the terms and conditions of the Contest.
- ICICI Bank employees may share the hashtag with other people and even though they may participate in the Contest, they shall not be eligible to be declared a Winner.